

**ORDER**

KSNV

**Orders**

Order / Rev: 105183  
 Alt Order #: 06838772  
 Product Desc: OCEGUERA FOR CONGRES  
 Estimate: 1560  
 Flight Dates: 08/28/12 - 09/03/12  
 Original Date / Rev: 08/06/12 / 08/30/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: GMMB, Inc./ Washington D.C.  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
Washington Harbor  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Oceguera for Congress - Revised  
 Demographic: A35+  
 Product Codes: PLC02  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	24	\$16,725.00	\$14,216.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	24	\$16,725.00	\$14,216.25	0.00
<b>Totals</b>	<b>24</b>	<b>\$16,725.00</b>	<b>\$14,216.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	37%	\$16,725.00
Market	100%	\$45,202.70

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$11,752.70
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$8,588.51
KTUD	0%	\$0.00
KVVU	16%	\$7,232.43
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$904.05

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	08/28/12	09/03/12	M-F 5-6a WakeUp w/WagM		5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
ek: 08/28/12		08/28/12	09/03/12	MTWTF--	2		\$400.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Mon PR 8-10p															
Monday Prime 8-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----			1			\$1,400.00		0.00			
N 15	KSNV	09/03/12	09/03/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
4PM NEWS (1 hour)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----			1			\$700.00		0.00			
													Totals	24	\$16,725.00